

## CLAIMS

What is claimed is:

1. A method to perform geolocation activities relating to a network address, the method including:
  - maintaining a database of network addresses and associated geographic locations;
  - receiving a query, including a network address, against the database for a geographic location associated with the network address;
  - logging information concerning the query received against the database; and
  - modifying geolocation activities relating to at least the network address based on the logged information.
2. The method of claim 1, wherein the logging of information concerning the query includes logging the network address if a record identifying the geographic location associated with the network address is not located within the database.
3. The method of claim 1, wherein the modifying of the geolocation activities includes prioritizing the geolocation activities relating to at least the network address.
4. The method of claim 1, wherein the geolocation activities include collecting network information pertaining to at least the network address.
5. The method of claim 4, wherein the collecting of the network information pertaining to at least the network address includes collecting the geolocation information utilizing a plurality of data collection agents.
6. The method of claim 5, wherein the plurality of data collection agents are geographically dispersed.

7. The method of claim 4, wherein the collecting of the network information is performed utilizing a plurality of data collection processes.
8. The method of claim 4, wherein the collecting of the network information is performed from a plurality of data sources.
9. The method of claim 1, wherein the geolocation activities include estimating the geographic location associated with the network address, based on the collected network information.
10. The method of claim 1, including determining that the database does not indicate a geographic location as being associated with the network address, and wherein the modifying includes prioritizing the geolocation activities relating to the network address based on the determination that the database does not indicate the geographic location as being associated with the network address.
11. The method of claim 10, including maintaining a log of network addresses for which the database does not indicate respective geographic locations as being associated with the network addresses, and prioritizing the geolocation activities based on the log.
12. The method of claim 11, wherein the log is a customer access log that indicates location misses, the method including obtaining information concerning location misses from the customer access log.
13. The method of claim 11, wherein the prioritizing of the geolocation activities is with respect to a plurality of network addresses included in the log.
14. The method of claim 10, including receiving the query from a requester, and communicating a message to the requester indicating an absence of an association between the network address and the geographic location in the database.

15. The method of claim 1, wherein the query is received from a customer website, responsive to a user accessing the customer website, the network address being the network address associated with a machine of the user.
16. The method of claim 1, wherein the query is received via an Application Program Interface (API).
17. The method of claim 1, wherein the query is received via a customer extranet.
18. The method of claim 8, wherein the estimating includes determining whether the network address falls within a consolidated domain of network addresses maintained within the database.
19. The method of claim 18, wherein the consolidated domain of network addresses maintained within the database includes any one of a group of domains including an educational, business, service provider and government domain.
20. The method of claim 8, wherein the estimating includes identifying a network address block around the network address.
21. The method of claim 8, wherein the estimating includes running an exact geolocation process to determine geolocation information for the network address.
22. The method of claim 20, wherein the estimating includes running an exact geolocation process to determine geolocation information for the identified network address block around the network address.
23. The method of claim 21, wherein the exact geolocation process includes any one of a group of geolocation processes including a traceroute, a latency calculation, a hostname matching operation and a DNS process.
24. The method of claim 8, wherein the estimating includes running an inexact geolocation process to determine geolocation information for the network address.

25. The method of claim 8, wherein the estimating includes forwarding the network address for manual resolution.

26. The method of claim 8, wherein the estimating is a tiered process, including a plurality of sequential automated mapping operations to associate the geographic location with the network address.

27. A system to perform geolocation activities relating to a network address, the system including:

a database of network addresses and associated geographic locations; and

a server to:

receive a query, including a network address, against the database for a geographic location associated with the network address;

log information concerning the query received against the database; and

modify geolocation activities relating to at least the network address based on the logged information.

28. The system of claim 27, wherein the server is to log the network address if a record identifying the geographic location associated with the network address is not located within the database.

29. The system of claim 28, wherein the server is to modify the geolocation activities by prioritizing the geolocation activities relating to at least the network address.

30. The system of claim 27, wherein the geolocation activities include collecting network information pertaining to at least the network address.

31. The system of claim 30, including a plurality of data collection agents to collect the geolocation information.

32. The system of claim 31, wherein the plurality of data collection agents are geographically dispersed.
33. The system of claim 30, wherein the collecting of the network information is performed utilizing a plurality of data collection processes.
34. The system of claim 30, wherein the collecting of the network information is performed from a plurality of data sources.
35. The system of claim 30, wherein the geolocation activities include estimating the geographic location associated with the network address, based on the collected network information.
36. The system of claim 27, wherein the server is to determine that the database does not indicate the geographic location as being associated with the network address, and to prioritize the geolocation activities relating to the network address based on the determination that the database does not indicate the geographic location as being associated with the network address.
37. The system of claim 36, including a log of network addresses for which the database does not indicate respective geographic locations as being associated with the network addresses, the server to prioritize the geolocation activities based on the log.
38. The system of claim 37, wherein the log is a customer access log that indicates location misses, the server to obtain information concerning location misses from the customer access log.
39. The system of claim 37, wherein the server is to prioritize the geolocation activities with respect to a plurality of network addresses included in the log.
40. The system of claim 27, wherein the server is to receive the query from a requester, and to communicate a message to the requester indicating an absence of an association between the network address and the geographic location in the database.

41. The system of claim 27, wherein the query is received at the server from a customer website, responsive to a user accessing the customer website, the network address being the network address associated with a machine of the user.
42. The system of claim 27, wherein the query is received via an Application Program Interface (API).
43. The system of claim 27, wherein the query is received via a customer extranet.
44. The system of claim 27, wherein the server is to determine whether the network address is likely to fall within a consolidated domain of network addresses maintained within the database.
45. The system of claim 44, wherein the consolidated domain of network addresses maintained within the database includes any one of a group of domains including an educational, business, service provider and government domain.
46. The system of claim 27, wherein the server is to identify a network address block around the network address.
47. The system of claim 35, wherein the estimating includes running an exact geolocation process to determine geolocation information for the network address.
48. The system of claim 35, wherein the estimating includes running an exact geolocation process to determine geolocation information for the identified network address block around the network address.
49. The system of claim 48, wherein the exact geolocation process includes any one of a group of geolocation processes including a traceroute, a latency calculation, a hostname matching operation and a DNS process.
50. The system of claim 35, wherein the estimating includes running an inexact geolocation process to determine geolocation information for the network address.

51. The system of claim 35, wherein the estimating includes forwarding the network address for manual resolution.

52. The system of claim 35, wherein the estimating is a tiered process, including a plurality of sequential automated mapping operations to associate the geographic location with the network address.

53. A machine-readable medium storing a set of instructions that, when executed by a machine, cause the machine to perform a method to perform geolocation activities relating to a network address, the method including:

maintaining a database of network addresses and associated geographic locations;

receiving a query, including a network address, against the database for a geographic location associated with the network address;

logging information concerning the query received against the database; and

modifying geolocation activities relating to at least the network address based on the logged information.

54. A system to perform geolocation activities relating to a network address, the system including:

first means for storing network addresses and associated geographic locations; and

second means for:

receiving a query, including a network address, against the database for a geographic location associated with the network address;

determining that the database does not indicate a geographic location as being associated with the network address;

logging information concerning the query received against the database; and

modifying geolocation activities relating to at least the network address based on the logged information.